



## EDUCATION

COLLEGE FOR CREATIVE STUDIES 2009-13

BFA in graphic design

LAWRENCE TECHNOLOGICAL UNIVERSITY 2008-09

was pursuing a bachelors degree in transportation design

SCHOOLCRAFT COMMUNITY COLLEGE 2005-07

enrolled in computer aided drafting program

## WORK EXPERIENCE

DIGITAL CREATIVE ART DIRECTOR, CABELA'S; SIDNEY, NE — 2017-PRESENT

- responsible for creative across digital channels
- maintaining online promotions and coupons for Cabala's and vendors
- developing marketing strategies for mobile marketing including sms/mms
- creating marketing strategies for specific product categories

DIGITAL CREATIVE, CABELA'S; SIDNEY, NE — 2016-2017

- created consistent marketing for sale events
- developed marketing pieces for vendor funded projects

DIGITAL CREATIVE, CABELA'S CANADA; SIDNEY, NE — 2014-2016

- responsible for all creative across digital channels
- created consistent marketing for all sale events
- developed marketing pieces for vendor funded campaigns

LEAD GRAPHIC DESIGNER, MMTc; PLYMOUTH, MI — 2014

- part of a creative team establishing a visual rebrand
- responsible for creating projects across all corporate channels
- created and maintained marketing strategies with constant contact

METROLOGIST, FORD MOTOR COMPANY; DEARBORN, MI — 2011-2013

- worked with ATOS/TRITOP photogrammetry equipment on prototype models
- used Polyworks to prepare 3D renderings for designers/math modelers

## SOFTWARE

SOFTWARE

illustrator | photoshop | indesign | adobe experience manager | adobe communicate 5

## SKILLS

html | css | jQuery | javascript | html email

---